



New Orleans Business Alliance

City of New Orleans

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1) Industry Attraction, Growth, Retention/Incentives

Industry Attraction and Retention

- Software Development
 - DXC Grand Opening - Major recruiting underway for 300-plus positions in New Orleans, 60-plus positions filled (2,000 total jobs)
 - Accruent Announcement & Grand Opening – major recruiting underway for 100+ positions in New Orleans, 60-plus positions filled (350 total jobs)
- Business Expansion
 - Dixie Brewery Announcement – 30-plus positions at new facility in New Orleans East
 - Evaluated and responded to 30- business development project requests from state & regional economic development partners
- Business Attraction
 - Established opportunities to utilize Business Attraction Fund including Project Tiger, Project Tasty and Project Toasty
- BioInnovation
 - Launched annual New Orleans Health Innovators Challenge – Attracted 40-plus applications from digital health companies to pilot their technologies with New Orleans healthcare anchors, hosted five strong digital health prospects during NOLAHI Challenge Finale in coordination with New Orleans Entrepreneur Week

Industry Attraction and Retention

- Real Estate Development/Retail
 - Finalized agreement with Buxton, a resource that will provide us with information to support our real estate and retail business development pipeline. Buxton team is working on generating 30 leads in advance of ICSC 2019.
- Music Technology
 - NOLABA partnered with the New Orleans Jazz & Heritage Foundation to host a panel covering music copyrights -- how to obtain them, why they are important, and what you can do with them once you have them. This will be the first touch point in a series of events being hosted to increase the wealth-earning potential of our local musicians.
- International
 - NOLABA partnered with WTCNO to host Doing Business in China, and will follow up with sessions focused on opportunities in Mexico and South Korea.

2) Talent and Workforce Development

Talent and Workforce Development

Adult Retraining

- \$5 million over five years from the Kellogg Foundation aligning the workforce development system
- TCA, UL, Goodwill and Job1 have successfully launched the STRIVE CORE Curriculum and job readiness model
 - Each center graduated four cohorts of job readiness training under new model, serving approx. 192 individuals. As of August 2018, the Opportunity Centers have a placement rate of 65 percent (Meets national average but local goal is 75 percent). Also need to ensure placement into quality jobs.
- Received \$2 million over two years to increase staff and strengthen the capacity at each Opportunity Center to deliver the STRIVE work readiness model with excellence
- Received \$300,000 grant to provide financial literacy and coaching to Opportunity Center participants through United Way

Talent and Workforce Development

Young Adults and Formally Incarcerated Persons

■ Young Adults

- Successfully raised \$1.5 million over three years from the Conrad N. Hilton Foundation in support of the system level transformation of the public workforce system in New Orleans specifically focusing on opportunity youth.
- Funds will be used to implement New Orleans' first pay-for-success demonstration project and better leverage public and private resources for Opportunity youth-serving organizations

■ Formerly Incarcerated Persons

- Built key partnerships with Reentry Task Force to align transitional employment model with state-sponsored Justice Reinvestment Initiative funding
- Led local delegation to examine national best practice model in NYC. Developed partnership with United Way to coordinate business engagement efforts for returning citizens
- Successfully raised \$400K over 2 years from the Kresge Foundation to support the development of a transitional employment program that aims to leverage the City's code enforcement blight abatement contracting as an opportunity to connect formerly incarcerated persons to work

Talent and Workforce Development

Early Career Professionals and Thought Leadership

- Early Career Professionals
 - Hosted monthly Career Connections networking sessions through 504Ward for professionals looking to gain knowledge about professional development and available career opportunities in New Orleans
- Thought Leadership
 - Selected by Aspen Institute's Economic Opportunities Program to host a Workforce Leadership Academy locally. These academies grow a network of leaders to strengthen, invent, drive, and sustain workforce strategies and collaborate more effectively to better serve workers' and businesses' needs. City's Office of Workforce Development serves on Advisory Committee to design local Academy which launched in February 2019.
 - Began partnership development with GNO, Inc. to coordinate and co-convene local two- and four-year academic institutions and customize training for local employers

3) Small Business Development

Small Business Development

■ Markets

- Mapped the Small Business Ecosystem providing for efficient navigation for entrepreneurs to locate available small business services
- Developed a comprehensive business data platform, NOLA Business Insight Tool (NOLA BIT). Began training local small business technical advisor groups to use the tool.

■ Management

- Established a partnership with the University of New Orleans to provide certified-level training for staff of local small business ecosystem organizations to better prepare existing entrepreneurs for accelerated growth.

■ Direct Engagement with Small Businesses

- Connected Capitol Energy to public and private commercial construction opportunities in addition to workforce assistance in hiring formerly incarcerated individuals.
- Provided assistance to Cupcake Collection including site selection and permitting to open second location in uptown New Orleans
- Connected Follow My Cal App. to Angel Investment

Small Business Development

Money

- BuildNOLA Mobilization Fund
 - The New Orleans Business Alliance worked to attract various funders – financial institutions, foundations, and city government – to raise \$5 million and form the BuildNOLA Fund.
 - The Fund provides critical access to capital for entrepreneurs of color and women to participate in public infrastructure projects, create more jobs and grow our local economy.
- Convened investors, community development financial institutions, university partners and private sectors companies to develop ecosystem partners that can support high growth entrepreneurs of color.
 - Designed a demonstration project to test new partnerships and tools with a cohort of 10 entrepreneurs. Demonstration project will begin in 2019. Selected by JPMorgan Chase as a participating city in their Ascend2020 Program
- Procurement Council
 - Interviewed, recruited and established partnerships with 10 private sector procurement officers
 - Launched first four Procurement Council meetings, identifying current local spend among participating companies and identifying shared goals, work plan and deliverables for the Procurement Council to support MBEs.
 - In partnership with participating community development financial institutions, designed the structure of a new Entrepreneurs of Color Fund to be approved by each organization's board of directors.

4) Strategic Neighborhood Development

Strategic Neighborhood Development

- Claiborne Corridor Cultural Innovation District (CID)
 - Attracted \$750,000 in private and philanthropic investment to the CID; additional fundraising efforts underway
 - Developed a CID Masterplan, CID Business Plan, Health Impact Assessment, CID and Claiborne Corridor Green Infrastructure Plans
 - Capacity-building
 - Partnered with UNO to provide neighborhood property and business owners a 30-week course in Community Development Finance. Cohort 1 trained 20 owners within the Claiborne Corridor. Cohort 2 is underway with property and business owners citywide
 - Established a 10-week Financial Capabilities Class for small businesses on Claiborne Ave.
 - Supported development of Ujamaa Economic Development Corporation comprised of neighborhood residents and property owners
 - Established Claiborne Avenue Merchants & Business Association with 50 existing businesses and entrepreneurs as members
- New Orleans East
 - Catalogued 500-plus commercial real estate assets in New Orleans East
 - Partnered with Louisiana Economic Development to engage in a process with New Orleans East stakeholders to develop an economic development plan for East New Orleans. New Orleans East will be established as a Louisiana State “Development-Ready Community”



3) Convening and Collaborations

Convening and Collaborations

- Successfully recruited national Anchor Collaborative Convening to New Orleans in January 2019
- The gathering will support anchor strategically across 20+ cities nationally and highlight local accomplishments